**BIGGEST BARRIERS TO GROWTH**

- Downward pressure on prices: 47.0%
- Finding new customers: 42.4%
- Recruiting/retaining production personnel: 36.4%
- Rising costs: 33.3%
- Cost of new technology adoption: 27.3%

**CAPITAL EQUIPMENT PURCHASE PLANS**

- Plan to purchase capital equipment during the coming year: 44.9%
  - Plan to invest $50,000 – $499,999: 43.9%
  - Plan to invest $1,000,000 or more: 12.2%

The highest percentages plan to purchase:

- Dye Sublimation: 24.1%
- Custom Inkjet Solutions: 17.4%
- Direct-to-Garment Inkjet: 15.8%

**STRATEGIES FOR BUILDING COMPETITIVE ADVANTAGE**

- Lean manufacturing/continuous improvement: 86.2%
- Maximize value of current customers: 55.6%
- Improve customer service: 51.1%
- Reduce operating costs: 50.0%
- Add new product lines: 46.6%

**TOP FACTORS IN THE CAPITAL EQUIPMENT PURCHASE DECISION**

- Customer support: 65.9%
- Durability of equipment: 58.5%
- Brand name/reputation: 46.3%
- Price to operate/maintain: 43.9%
- Range of capabilities: 24.4%

For more research visit: sgia.org/resources/research

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Based on 2019, Q4 SGIA Industry Survey